

MARKETING YOURSELF

STEP 1: BRAINSTORMING

Put together a list (things you do outside class):

- clubs/sports teams
- interests
- work experience
- responsibilities at home
- church involvements

Include:

- how often you do these activities
- the responsibilities associated with each activity
- details about what you do or have accomplished
- any special titles or leadership positions you hold or have held
- dates

STEP 2: ORGANIZING

- Organize the information you have from your brainstorm
- An effective method: sorting the information you have in a table

| Activities/Involvements | Dates | What were the tasks involved? What projects did you accomplish/complete? | What skills did you use/develop? |
|--|-------------------------|---|---|
| Poetry Club •Secretary •Community Outreach Coordinator | June 2008- July 2009 | Record minutes for weekly meetings and club activities Liaison between local community and club members Organized poetry slams at school and in community | Leadership skills (had to organize and delegate 15 members to complete projects) Communication skills (spokesperson for the club) Creative writing skills |
| "Yes, I am a Poet!" Poetry Workshop | March 2010 | Planned, organized and executed a one-week poetry workshop at an elementary school Trained peers to become facilitators during the workshop. | Leadership skills Teamwork (working with a diverse group of students) Communication skills Fundraising skills |
| Helping at family store | May 2007- June 2008 | Manage the operation of the store during the weekends and parents are unavailable Translate documents from Spanish to English | Basic accounting skills Entrepreneurial skills Communication skills Language skills |
| Student Government •Representative | September 2009 | Organized and promoted activities (study groups, fundraisers, campaigns, etc.) Liaison between students and administration | Teamwork Leadership skills Art software – Adobe Photoshop |
| Photography | April 2009 | Volunteered as official photographer at events Submitted photos for the Claremont newspaper | Photography skillsPhotoshop skills |

STEP 3: WRITING

- Think of categories you could use to group the different activities you have
- These categories, when tied together, should tell a story about you and your different passions and interests
- You have two options when writing a resume. You can either separate your resume into "theme" sections, each containing your activities that relate to that theme, and have a master resume, or you can create different resumes for different themes. The first option, the master resume, is best for situations such as college applications where you need to show everything you've been involved in while the second option, specific resume, is best for field-specific job applications.

STEP 3: WRITING

- Two types of specific resumes:
 - Activity-Based resume. This is the more traditional format that is organized by the type of activity that the student has participated in. For example, you might arrange all your activities in the following sections: volunteer experience, work experience, clubs and extracurricular activities.
 - Theme-Based resume that is organized by your areas of interests and experience, rather than the type of activity. For example, if you are interested in Medicine, you might include work, educational and volunteer opportunities all related to science in one section of the resume.

STRENGTHENING YOUR RESUME

Accomplishment Statements:

A well-formulated accomplishment statement has two parts:

- Your results or impact. Describe these using as clear of terms as possible.
- Your tactics. Use action words to briefly identify specific steps or techniques.

ACCOMPLISHMENT STATEMENTS

Think about your accomplishments by considering how or why you may have:

- Improved teamwork
- Increased efficiency
- Prevented a problem
- Found a better solution
- Provided new resources
- Increased profits or reduced costs
- Solved a chronic problem
- Developed a new procedure
- Foresaw a need or opportunity
- Reduced conflict

• Scripps College Academy SCA Scholar

Claremont, CA

Grade 10-11

- Attended a highly-selective summer residential program at Scripps College. Participated in lectures, discussions, and research with Scripps College faculty members and peers.
- Continued my involvement throughout high school through monthly college preparatory activities including book clubs, fieldtrips, and college application workshops.

EMAILING YOUR RESUME

- Always sign with name and additional contact information.
- Examples:

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EMAILING YOUR RESUME

- Sign up for an appropriate email address. (Gmail is free!)
- Check it often, at least 3-4 to times per week. People expect a response within a couple of days. This shows organization and respect.
- Do not end with links to any personal site, such as Myspace, Facebook, a blog, etc. Consider making your accounts private.
- Be professional.

QUESTIONS? EMAIL US AT SCA@SCRIPPSCOLLEGE.EDU OR CALL US AT (909)607-0466